



United States Environmental Protection Agency
Washington, DC 20460

Work Assignment Number **02-37**

Work Assignment

☒ Original ☐ Amendment Number:

Contract Number

EP-C-08-010

Contract Period **OPTION PERIOD 2**
12/1/10 - 11/30/11

Title of Work Assignment:
**Internal and External Communications Support for
the Office of the Science Advisor**

Contractor:
Scientific Consulting Group

Specify Section and Paragraph of Contract SOW
Task **2.2**

Purpose: ☒ Work Assignment Initiation ☐ Work Assignment Close-Out
☐ Work Assignment Amendment ☐ Incremental Funding
Work Plan Approval

Periods of Performance

From: **12/1/10** To: **9/30/11**

Comments:

☐ Superfund Accounting and Appropriations Data

☒ Non-Superfund

DC (Max 8)	Budget /EYs	Appropriation Code (Max 6)	Budget Org/Code	Program Element	Object Class	Amount	(Dollars)	(Cents)	Site/Project (Max 8)	Cost Org/Code (Max 7)
1										
2										
3										
4										
5										

Authorized Work Assignment Ceiling

Contract Period: **12/1/10 - 11/30/11**

Cost/Fee

LOE

Previously Approved

This Action

Total

Work Plan / Cost Estimate Approvals

Contractor WP Dated:

Cost/Fee:

LOE:

Cumulative Approved:

Cost/Fee:

LOE:

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Branch/Mail Code **CPOD**

Phone Number

Fax Number

Contractor Acknowledgment of Receipt and Approval of Workplan (Signature and Title)

Date

PERFORMANCE WORK STATEMENT

Contract Number EP-C-08-010

Scientific Consulting Group

Work Assignment Number: 02-37

Title: Global Earth Observation System of Systems (GEOSS)/Advanced Monitoring Initiative (AMI) Products for Communications and Outreach

Scope of Work Reference: Task: 2.2

Period of Performance: Date of Issuance through – September 30, 2011

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1. BACKGROUND:

Project Summary-

The purpose of this project is to develop result oriented accountability of Global Earth Observation System of Systems (GEOSS)/Advanced Monitoring Initiative (AMI) products, tools and information that can be used for effective communication and outreach about EPA's Advanced Monitoring Initiative (AMI) to environmental decision makers at the federal, state and local level and the broader users' community. Specifically, the project will provide support for: 1) Result-oriented accountability of GEOSS/AMI program products; 2) Develop AMI progress/accomplishments report (first draft); 3) Develop a progress/accomplishments report describing the scientific and technical contributions and policy impacts of AMI projects.

In addition, the EPA Group on Earth Observations (EPA GEO) and others will use these communications materials for reaching in-house EPA Program Offices and Regions and outreach to States and Tribes. EPA GEO will obtain critical input from EPA Regions, States and Tribes about their Earth observation information needs.

Relevance to EPA Core Mission and Administrator's Priorities-

EPA's core mission of protecting human health and the environment is addressed by the development of GEOSS. GEOSS is all about innovation – transforming the way the Agency collects, manages, and uses Earth observations in accordance with the integrated, open-source, service-oriented vision of this “system of systems.” Earth observations provide the foundation for all environmental and climate decision making and, therefore, represent a critical priority for the Administration.

One key component is EPA's Advanced Monitoring Initiative (AMI). AMI projects will enable better understanding of how to provide improved data and information to support and enhance environmental policy, management and decision making. AMI strives to develop data products, models and tools to assist decision makers and the public in understanding today's complex environmental issues.

This project supports Administrator Jackson's priority of “Building Strong State and Tribal Partnerships” by building capacity for state and tribal agencies to apply GEOSS/AMI products and tools for environmental decision making and program planning.

2. TASK:

Approach and Implementation-

From an EPA Region, State and Tribal perspective, measurements collected from Earth observations are usually nontraditional data, poorly understood by environmental regulators, and often of insufficient quality (especially spatial resolution) for regulatory decisions. In light of recent progress in Earth observation methods and technologies, these perceptions may no longer be correct. However, potential users and decision makers are often not informed. With the public demand for knowledge about trends in environmental and environmental health conditions across the country beyond regulated point source pollution, managers and staff in the EPA Regions, States and Tribes should be better informed about Earth observation, measurement, monitoring, modeling and technological capabilities and how they can be applied to support and inform decisions, strategic planning and priority setting.

Project objectives are to:

1. Enable EPA GEO to effectively communicate and outreach GEOSS/AMI products and tools to decision makers and practitioners;
2. Enable EPA GEO to engage a continuum of users, from producers to the final beneficiaries of the data and information (i.e., environmental decision makers and the public); and
3. Facilitate linkages and partnerships between established communities of practice and new groups or organizations interested in collaborating.

To accomplish these objectives, Contractor support is needed to perform the following activities:

1. The contractor shall conduct in-house activities to engage EPA decision makers and staff on the development and use of GEOSS/AMI products and data;
2. The contractor shall conduct outreach activities to engage State and Tribal partners on the development and use of GEOSS/AMI products and data;
3. The contractor shall conduct results-oriented accountability of GEOSS/AMI products — Utilize GEOSS/AMI performance results and outcomes to demonstrate applications of AMI products and information to inform environmental decision making and advance EPA's mission and priorities. (Reported outcomes will be incorporated in the final report, identified in the deliverables, and will be in a specified format per the EPA WAM COR.)

Decision Making Context-

The final report developed under this project will be used for effective outreach on GEOSS/AMI products, tools and data and their applications across the EPA Program Offices and Regions and with our partners in the States and Tribes and broader users' community. This effort is critical to expand the participation/involvement in EPA's GEOSS/AMI work beyond the traditional core EPA participants.

The practical method of getting in touch with the audience allows for better understanding of the role of Earth observations and other OSA measurement, modeling, monitoring and technology programs. This method can also illustrate how cross-media

information and cross-disciplinary decision tools can provide a holistic view for decision makers with additional insight for priority setting and strategic planning.

3. DELIVERABLES:

Budget, Work Tasks, and Leveraging-

Table 1 – Itemized Budget and Timeline

Milestones	Timeline
1. Results-Oriented Accountability of GEOSS/AMI Program Products	March 2011
2. Develop AMI progress/ accomplishments report (First Draft)	July 2011
3. Develop AMI progress/ accomplishments report (Final)	September 2011

Strategic Communications and Outreach-

Once the final report is developed, EPA GEO Committee members, AMI project leads and others across EPA will use the report to communicate and demonstrate AMI products and tools to EPA Regions, States and Tribes and the broader users' community. The objective is to enable managers and staff in the EPA Regions, States and Tribes to consider the potential use of Earth observations (measurements, modeling, monitoring and technology) in their program planning and decision making.

The followings are key components of our communication & outreach plan:

- Establish and maintain two-way communication with decision makers and practitioners
- Alert EPA Program Offices and Regions about GEOSS/AMI activities, products
- Share issues and best practices among EPA Program Offices and Regions
- Obtain critical input from Regions, States and Tribes about their science observational needs
- Report progress

4. ACCEPTANCE CRITERIA:

Final products shall be produced by the Contractor upon the EPA WA COR's approval through written technical direction. The Contractor shall provide all materials written as part of these tasks to the EPA WA COR, as per work assignment, in electronic format. Electronic versions shall be compatible with current ORD computer systems (Word and Excel) and software.

5. MANAGEMENT CONTROLS:

Periodic meetings between the EPA and contractor work assignment managers are encouraged to discuss any questions that may arise during performance or completion of this work assignment. At the EPA WA COR's discretion, these meetings may occur via teleconference or video conferences. The contractor shall document these meetings and submit copies of this correspondence to the EPA WA COR.

The EPA WA COR may identify one or more EPA technical representatives for this work assignment. Interaction between the contractor and any EPA technical representative(s) designated by the EPA WA COR is solely for the purpose of presenting and discussing the information, analyses, results, or presentations related to this work assignment. The interaction will be technical communication vice technical direction. Per the technical direction clause EPAAR 1552.237-71 of the contract, the EPA PO COR and the EPA WA COR or alternate EPA WA COR are the only representatives of the CO authorized to provide technical direction.

Per the technical direction clause, the CO and PO will be provided with copies of all technical direction.